
CITY OF RIVERSIDE RETAIL CENTERS

Retail Fast Facts

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| • Average Household Income ¹ | \$59,247 |
| • Retail Sales (billions) 2003 ² | \$4.1 |
| • Population ³ | 283,247 |
| • Jobs 2002 ² | 140,302 |
| • No. of Households ³ | 90,349 |
| • % of Households Earning average income of \$103,997 ² | 50% |

Plus...

- Riverside is home to 16% more households than Newport Beach earning greater than \$75,000²



What Are People Saying?

- **Grubb & Ellis** – ranked the Riverside metro area as one of the top five in all four national markets in their 2003 Global Forecast: U.S. Market Strength Forecast 2002-2007 (Riverside MSA ranked 2nd).
- **America's Most Livable Communities Award 2004** –conferred each decade to those communities whose innovations have brought vitality and growth to their regions, a marked improvement in the quality of life, and those taking major strides to prepare for the new global economy.
- **CEO Magazine** – recognized Riverside as the third best city for business in California.
- **INC Magazine** – cited Riverside as the 2nd best place in the nation for entrepreneurs.
- **Site Selection Magazine** – ranked Riverside's Economic Development program as one of the top 20 in the United States.

¹ Claritas, June 2004

² John Husing, Ph.D., City of Riverside's High End Retail Potential

³ ESRI/BIS, December 2004

Rave Reviews

- **Islands Restaurant** – opened at the Riverside Plaza as bulldozers were demolishing the rest of the site in preparation for building the new 495,000 square foot lifestyle center.

“Since the opening of the Riverside Plaza Islands, the restaurant has consistently exceeded sales expectations by over 20% and is competitively ahead of the Rancho Cucamonga store that opened in the same month.”

Joe Rasic, General Manager, Islands Restaurant

- **Café Sevilla** – home to award winning Spanish cuisine, a tapas bar, and authentic live entertainment.

“There is every reason to think that in just a few years, Downtown Riverside could be as vibrant and successful a destination as San Diego’s Gaslamp Quarter, with fewer of the issues and challenges we continue to face in San Diego.”

Eric Van Den Haute, CEO, Café Sevilla

Hot Retail Centers

- **Canyon Crossings** - A 90 acre, freeway oriented development project with 778,000 square feet of retail and 144,000 square feet of Class A office www.canyoncrossings.com
- **Galleria at Tyler** - The dominant, most prestigious mall in the Inland Empire region, is a two-level enclosed regional shopping center located in Riverside, with 1.1 million square feet of existing space. Expansion plans will add an additional 149,000 square feet of outdoor street shopping, dining and entertainment, plus an additional 75,000 square feet of interior re-merchandising. Completion is scheduled for Spring 2006. www.galleriatyler.com
- **Mission Village** - Located in one of the fastest growing, highest income areas in the city, this center is adjacent to the highly successful Mission Grove Plaza, for a total of 70 acres of retail. Contemporary, Mediterranean architecture, lush landscaping and highly visible acres provides the backdrop to an upscale shopping experience.
- **Riverside Plaza** - One of Riverside’s redeveloped urban destinations! The Plaza’s design appeals to crowds from early morning to late evening. Inviting shoppers is 500,000 square feet of architecturally appealing space



including a gourmet food store, a full service department store, entertainment, art boutiques, apparel and high-end and family dining. www.shopriversideplaza.com

Other Hot Properties:

- Madison at the 91 Freeway
- University In-Fill Projects
- Orange Square Parking Facility
- Downtown – Villagio II
- Wiest Plaza

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